



21 Reasons to Exhibit at Global Pet Expo

The Pet Industry's Largest Annual Trade Show



Global Pet Expo™

February 29-March 2, 2012

Orange County Convention Center
Orlando, Florida

Who You Will Meet:

1 BUYERS, BUYERS and MORE BUYERS

- 4,700 qualified buyers from all 50 states and 65 countries.
- Buyers of products for all pet categories: dogs, cats, birds, fish, small animal, reptiles and equine.
- Key mass market retailers: Costco, Meijer, Sears Holding, Sam's Club, Target, Wal-Mart, and more...
- Supermarket Chains: Ahold USA, Food Lion, Giant, Meijer, Publix, Wegmans, Winn-Dixie, and more...
- Pet product retailers: PETCO, PetSmart, Petland, PetSupermarket, Pet Supplies "Plus", and more...
- Non-traditional retailers: Agway, Bed Bath & Beyond, CVS, HomeGoods, Orvis, Sky Mall, TJX, Tractor Supply, and more...
- Independent retailers: pet product retailers, pet boutiques, gift stores, feed stores, hardware stores, aquatic and equine supply, internet retailers, and more...

2 The Press including CBS's The Early Show, ABC's Good Morning America, NBC's Today Show, Animal Planet/Discovery Channel, MSNBC and more...

3 Your APPA Service Providers including Wells Fargo, Freightquote, Mass Media Public Relations Firm, American River International (ARI), APPA Research Analyst and Staples Advantage Office Supply Program.

Value-Added and Support:

4 Buyer Invitation List consisting of over 10,000 qualified domestic and international buyers.

5 Booths in Category-Specific areas: **The Boutique, What's New!, Everything Aquatic, and The Natural Pet.**

6 New Products Showcase entries, seen by 92% of the buyers who attend.

7 Have the opportunity to win the "Best In Show" award in your category.

8 Complimentary booth consultations by renowned booth sales expert, Steve Miller. **FREE**

9 Use the Global Pet Expo mobile site on your smart phone during the show.

10 Discounted hotel and travel and free shuttle bus service from most area hotels.

11 FREE listing in the Official Show Directory and Buying Guide.

12 Sponsorship opportunities to help increase awareness on-site.

13 Interactive floor plan featuring exhibitors, products and booth numbers allowing buyers to easily locate you and your product information.

14 Press Room to display press releases and press kits for the media.

15 On-line Marketing Tools to help promote your product(s).

16 The Pet Industry Breakfast with APPA's President Bob Vetere who will offer a valuable inside view of the pet industry. **FREE**

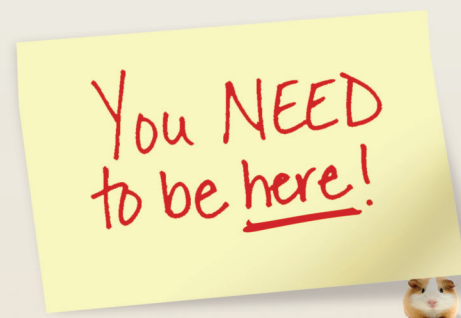
17 Attend educational seminars about the 2011-2012 National Pet Owner Survey.

18 Attend the industry's largest Networking Reception. **FREE**

19 Buyer Attendee lists for post show marketing follow-up.

20 Go green and email the electronic buyer brochure to your customers before the show.

21 Network with other industry professionals.



APPA
American Pet Products Association

PIDA
Pet Industry Distributors Association

www.globalpetexpo.org